American Red Cross

Social Basics Resource Packet

Hello! Thank you for your interest in getting trained to be a social representative for the Red Cross online. We're so glad to have you.

This packet contains introductory and supplemental information for the Social Basics course. Before taking the course, you should review this packet. We highly recommend that you have some familiarity with how people use social networks and which networks you may be interested in using. You do NOT have to memorize everything in this packet, as most of the information is covered in detail during the actual course.

Prior to taking the course, you can also go ahead and sign up for social accounts you would like to use. Take some time to explore. For example, if you are interested in using Twitter, you should sign up for an account and try your hand at tweeting and following people. Use the How-To documents below for help.

We also highly recommend reviewing the American Red Cross Online Communications Guidelines. This document provides guidance on managing your personal and professional lives on the internet. We will also go through some portions of this document in more detail during the training.

If you have questions, feel free to email us at socialmedia@redcross.org, or join the Red Cross Social Heroes Facebook group to ask the community.

Social Media Sites

Links to some of the most popular social sites with brief descriptions:

Twitter A fast paced microblogging platform	Facebook The leading social network, very focused on personal profiles	Wordpress A powerful, full featured blogging platform	Tumblr A simple, no frills blogging platform	Flickr An image sharing social network, focused on photographs
YouTube Largest video sharing social network	Google+ Newer social network that focuses on friend "circles" and group chatting	Pinterest Inspiration board curation, more visual than most social networks	Instagram Image sharing service that is also integrated with Facebook	LinkedIn The leading social network focused on professional connections, recruitment

How-to Guides

- Mashable's How-to Posts for Social Media

Mashable is the definitive blog for online social and tech news. Their how-to posts are great for people who are just getting started with setting up social presences, and have a wealth of information about the newest apps and tools.

- [How to Build Your Twitter Tribe](#) [Social Media Examiner]
- [Getting Started with Social Media – A Guide and Resource List](#) [technoTHEORY]
- [How To Use Twitter: A Simple Infographic & Slideshow](#) [Bit Rebels]
- [Twitter Discover](#)
  Not a how-to guide, but a good section of the Twitter website that helps you find accounts to follow and track the popular stories on any given day.

Privacy Setting Guides

- [6 Things to Know Before You Accept Another Privacy Policy](#) [ReadWriteWeb]
- [How do I edit the privacy settings for my Wall (timeline)?](#) [Facebook]
- [Basic Privacy Controls](#) [Facebook]
- [11 tips for social networking safety](#) [Microsoft]
- [How to protect your data privacy on social networks](#) [Safe and Savvy]

Red Cross Social Presences

A list of places you can find the national American Red Cross social accounts, as well as accounts for Red Cross field units and individuals.

- **Twitter**
  - [@RedCross Twitter account](#)
  - Twitter Lists: [Local chapter list](#) and [Red Cross people list](#)
  - [List of local chapters on Twitter from the Red Cross Blog](#)
- **Facebook**
  - [National Red Cross Facebook page](#)
  - [Facebook chapter page tab](#)
  - [Red Cross Social Heroes Facebook group](#)
- **Blog**
  - [Red Cross Blog](#)
  - [Chapter blog list](#)
  - [Chapter blog RSS subscriptions (Google Reader bundle)](#)
- **LinkedIn**
  - [American Red Cross company page](#)
  - [Red Cross related groups](#)
- **[Flickr](#)**
- **[YouTube](#)**
- **[Pinterest](#)**
- **Instagram –** Download the phone application, and search for the American Red Cross user
- **[Google+](#)**
- **[Disaster Online Newsroom](#)**

Listening Tools

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A list of applications that help you check your accounts on different social networks on the go or right on your desktop.

	Desktop Software	Mobile Apps	Web based
Twitter	TweetDeck	Twitter (official app), Hootsuite, TweetDeck	Twitter.com, Hootsuite, Cotweet
Facebook	TweetDeck	Facebook (official app), Hootsuite,	Facebook.com, Hootsuite,
Blogs	**Microsoft Outlook,** FeedDemon	Feeddler, Kindle, Google Reader, Official Wordpress app	Google Reader

- 22 best Twitter apps for 2012 [TechRadar]
- The best RSS reader apps for iPad [geek.com]

Avoiding the Faux Pas

Imagine that you are at a cocktail party, and you overhear someone saying something about the Red Cross that concerns you. If you approach that person, how would you go about it?

Approaching someone online is no different – you can expect that the person would be more amenable to chatting with you if you are polite, up front about your knowledge about the issue, and respectful of their point of view.
- For more info, check out The Core Rules of Netiquette.

Do's	Don'ts
Take the time to look at people's profiles, or to read a discussion thoroughly enough to understand the various points of view expressed within.	Stick with formulaic replies – they will instantly come across as inauthentic.
Do a little research to find out who the person is – skim through some other posts, search the blog for related mentions, or Google the person's name if he or she seems to be a notable person.	Assume that people who are saying negative things don't understand the topic; often, they are critical or angry about something because they are passionate about it and have personal experience with it.
Lead with a mention that you are involved with the Red Cross, as way of an introduction and in the interests of full disclosure.	Act like a robot – leaving comments and messages that are pro-Red Cross without identifying yourself or acknowledging what other people are talking about.

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When dealing with negative posts, write your response with a respectful tone	Use overly defensive or angry language – staying calm in the face of criticism will go a long way towards improving perception of both you and the Red Cross.
Follow-up on your posts, especially if the person replies to your comment.	Assume that whatever you say is anything but public – anyone can find it via search engines and pass it along.
Remember: it is OK to say that you don't know something!	Embellish the truth or state any facts that you don't know to be true. You can always say, "let me get back to you" or "I will look into this for you" and then look for the right information.

Knowing how to Route Inquiries to the Right Place

While listening and engaging, you may come across something that you believe someone else would handle better, or you want to respond but don't have the right information. It's important to know that you can always reach out to someone for help. Remember that our goal is always to connect people; by serving as touch points for the public, we will be able to help bolster the Red Cross' reputation as an effective, responsive, and caring organization.

Stay engaged with the community of Red Cross social representatives and you'll have a better idea of what burgeoning topics or issues are out there. When in doubt, you can always ask your fellow social representatives or one of us here at NHQ.

Type of post/inquiry	Appropriate action to take
Complaint about service received	Route to a contact within relevant team in the organization. If contact is not known, forward to NHQ team.
Praise for service received	Respond with thank you, forward to anyone who may want to also thank the person who posted

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Comment on conflict or issue that has bearing on the organization's reputation (e.g. Blood donation ban for gay men, claims that Haiti funds were not spent responsibly)	Use National Headquarters resources for talking points, official statements. Route to NHQ team if the response requires more information than is available to you.
Request for service during a disaster	Use procedures and POCs for the specific disaster response operation. This information should be made available to all social engagement workers by the NHQ team.
Request for information about a Red Cross service	Respond with any accurate information that you have. If the inquiry Is outside your area of expertise, forward to appropriate contact within the line of business in question. Route to NHQ team if you do not have any contacts to forward to.